

Message Text

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SUBJ: MISS LILLIAN'S VISIT - PRESS COVERAGE

1. SUMMARY: MISS LILLIAN'S -- "MAMMA CARTER" TO THE ITALIAN PRESS -- VISIT TO ROME GENERATED HEAVY, SYMPATHETIC COVERAGE ACROSS A WIDE SPECTRUM OF ITALIAN PRESS, INCLUDING UNUSUALLY HEAVY TELEVISION COVERAGE. END SUMMARY.

2. PRIOR TO ARRIVAL ITALIAN PRESS REPORTED ON PARIS STOP, INCLUDING VISIT TO OECD SAHEL CLUB FOR BRIEFINGS ON SAHEL, AND BACKGROUND OF TRIP.

3. MISS LILLIAN'S JULY 20 ARRIVAL PRESS CONFERENCE COVERED BY MORE THAN TWO DOZEN JOURNALISTS AND CAMERAMEN FROM ALL MAJOR MEDIA, INCLUDING VOA, CBS, NBC. EVENING RADIO AND TELEVISION NEWSCASTS SHOWED ARRIVAL, READ EXTRACTS FROM STATEMENT.

4. OVER A SCORE OF US AND ITALIAN PHOTOGRAPHERS AND CAMERAMEN WAITED PATIENTLY EVENING JULY 20 TO CATCH A GLIMPSE OF MISS LILLIAN AT PICTURESQUE CASTEL SANT'ANGELO WHERE ITALIAN MINISTER OF HEALTH TINA ANSEMI HOSTED OFFICIAL DINNER FOR MISS LILLIAN.

5. JULY 21 PRESS COVERAGE WAS HEAVY, INCLUDING FRONT-PAGE UNCLASSIFIED

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COVERAGE ITALY'S MOST IMPORTANT DAILY CORRIERE DELLA SERA. EVEN PCI DAILY PAESE SERA HAD KIND WORDS: "...A VISIT OUTSIDE THE NORMAL DIPLOMATIC CHANNELS, BUT ONE WHICH DERIVES ITS IMPORTANCE FROM THE VITALITY OF MISS LILLIAN CARTER AND FROM HER CONSISTENT CIVIC AND ANTI-CONFORMIST INVOLVEMENT. JIMMY CARTER HAS CALLED HER THE MOST PROGRESSIVE WOMAN IN GEORGIA."

6. JULY 21 VISIT TO 81-YEAR OLD ITALIAN PRESIDENT PERTINI WAS WIDELY REPORTED AND MISS LILLIAN'S COMMENTS ABOUT "YOUR YOUNG PRESIDENT" PLEASE MANY OBSERVERS.

7. MIDDAY JULY 21 VISIT TO FAO TO RECEIVE "CERES" MEDAL MERITED ANOTHER ENCOUNTER WITH MORE THAN THIRTY CAMERAMEN AND PHOTO JOURNALISTS. IN THE HALL THE AREA ROPED OFF FOR PRESS PROVED TOO RESTRICTING AND PHOTOGRAPHERS AND CAMERAMEN SURGED FORWARD TO GET BETTER VIEW OF MISS LILLIAN AND HER AWARD. NEXT DAY'S PAPERS CARRIED PHOTOS, FULL TEXT OF HER ACCEPTANCE SPEECH AND FAVORABLE COMMENTS ABOUT HER MISSION.

8. SATURDAY MORNING VISIT TO RAI TELEVISION STUDIOS FOR SHORT INTERVIEW WITH ITALY'S NUMBER ONE NEWS PROGRAM (20,000,000 VIEWERS) SO IMPRESSED PROGRAM'S PRODUCER THAT INTERVIEW WAS RUN IN ITS ENTIRETY ALONG WITH FOOTAGE SHOWING MISS LILLIAN SHAKING HANDS WITH THE CAMERAMEN AND TECHNICIANS FOLLOWING THE INTERVIEW. TEXT OF THE INTERVIEW WAS CARRIED BY ITALIAN NATIONAL PRESS AGENCY (ANSA). SEVERAL EXCERPTS WERE PICKED UP BY UPI AND AP.

9. PHOTOGRAPHS OF QUICK VISIT TO TREVI FOUNTAIN TAKEN BY ICA PHOTOGRAPHER WERE CARRIED BY AP, UPI AND ANSA AND APPEARED FRONT PAGE ON SEVERAL ITALIAN DAILIES INCLUDING SECOND LARGEST LA STAMPA.

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10. SUNDAY AFTERNOON INTERVIEW WITH ITALY'S LARGEST CIRCULATION MAGAZINE, FAMIGLIA CRISTIANA, (2,000,000 READERS), WILL BE PUBLISHED THIS WEEK.

11. SUNDAS, JULY 23, PRESS FOLLOWED MISS LILLIAN TO CASTELGANDOLFO FOR PRIVATE AUDIENCE WITH POPE PAUL VI AND THEN TO AIRPORT FOR SHORT DEPARTURE STATEMENT AND COMMENT ON HER MEETING WITH THE POSPE.

12. BULK OF COVERAGE FOCUSED ON MISS LILLIAN'S PERSONALITY, HER STAMINA AND YOUTHFUL VIGOR ("A SPIRITED, WITTY WOMAN"), BUT MOST REPORTS ALSO COVERED PURPOSE OF HER TRIP TO AFRICA AND APPLAUDED HER EFFORT. COMMENTARY FOCUSED ON HER DEVOTION TO THE POOR.GARDNER

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